

## A COMPARATIVE STUDY ON AMAZON AND FLIPKART SHOPPING SITES

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### ABSTRACT

*Internet has changed the way people look at things. The use of this new technology has spread like bonfire. It is not wrong to say that nothing can beat internet in today's world. Internet has made various things easy and convenient. One out of many is Online shopping. Shopping can be done very conveniently today from sitting at our home, office or anywhere. There are various online shopping available today. The present research focus on Amazon and Flipkart. Amazon and Flipkart are considered the two big brands of online shopping world. Both the big giants are trying to put every possible effort to reach the customers and broaden their customer base. The present study compares these two shopping sites. The comparison between the two is made on the basis three factors Quality of product, Customer Service and Wide range of Products. As this online industry is expanding with great it becomes essential to study it. The present study is based on the primary data collected from Amravati city. The sample was selected using Judgement and Convenience non-probability sampling test. The primary data is collected from 100 respondents through Questionnaire. Questionnaire was prepared based on 5-point Likert scale. The study has used Paired sample T-test for the analysis part through Statistical Package for Social Sciences.*

**KEYWORDS:** *Convenient, Amazon, Flipkart, Judgement, Convenience.*

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### Introduction

Today the world is incomplete without internet. Internet has changed everything. It has changed the whole lifestyle of human beings. It is also changing the way we used to do shopping. It has offering us a convenient and easy mode of shopping rather than Huddle and bustle traditional shopping. After Amazon, uncounted number of companies came forward to offer their goods and services to customers through internet.

Electronic commerce is the platform where huge companies provide their products online. E-commerce companies offers different products and services through websites. These companies make the use of internet effectively to facilitate services and to their customers. A customer can shop products and services online through using different payment options such as internet banking, credit card, debit card etc. E-commerce business opens up to the global market not only to the customer but also for the seller. E-commerce has increased rapidly and changed significantly over the years. There are plenty of buyers, investors, and entrepreneurs.

### Literature Review

Goswami et.al (2013) studied "Customer Satisfaction towards Online Shopping with Special Reference to Teenage Group of Jorhat Town". The author concludes that buyers are satisfied with the factors of online shopping such as price, quality, ease of use, timely delivery etc. It also shows that customers give highest importance to price factor and after sale services.

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Dhevika et al. (2014) worked on a paper “Factors Affecting Online shopping of Customers” concluded that the most important factor influencing online shopping is- security, trust worthy shopping and website design/features and the least important factor influencing is bargaining shopping. It was found in the research that there is no significant association between security and website design/features of the respondents and their overall online buying behavior.

Gupta (2016), in his paper entitled “Study of the Factors influencing Online Buying Behaviour of Customers” infer that the advancement of electronic trade, specifically electronic retailing, sets various difficulties for the two retailers and clients. The straightforwardness and accessibility of the electronic retailing condition can bring about indiscreet internet buying. The examination adds to the current writing by expanding the comprehension of customer buying conduct and by giving new experiences into buying aims of Indian young person’s buyers in a web-based shopping condition.

Rodrigo et al. (2020) studied the topic “Customer Attitudes towards Online shopping A Literature Review. They found that online shopping is the most valuable platforms as marketing activities can be implemented effectively when they have the right knowledge and understanding of consumer attitudes. They suggested for designers of online shopping advertisers are to get singular customer dynamic on buying through the web.

**Objective of the Study**

To evaluate the difference in the quality of product and customer service provided by Amazon and Flipkart shopping sites.

**Hypothesis of the Study**

- There is a significant difference in the quality of products of Amazon n Flipkart.
- There is a significant difference in the customer service provided by Amazon and Flipkart.

**Methodology**

The paper is based on Descriptive research design and Judgement and Convenience Non-probability sampling method. The primary data is collected through a structured instrument Questionnaire which was made using 5-point Likert scale from 100 respondents. The analysis is done through Statistical Package for the Social Sciences (SPSS) software and Paired sample T-test is used for the research paper.

**Data Analysis**

This part presents the data and interprets the data.

**Table 1**

**Sample Characteristics**

Particular	Options	Frequency	Percent
<b>Age</b>	18-25	10	10%
	25-35	29	29%
	35-45	30	30%
	45 & above	31	31%
<b>Gender</b>	Male	57	57%
	Female	43	43%
<b>Education</b>	Under Graduate	22	22%
	Graduate	27	27%
	Post Graduate	24	24%
	Doctorate	27	27%
<b>Occupation</b>	Student	14	14%
	Housewife	15	15%
	Business	31	31%
	Service	40	40%

(Source: Sample Characteristic from Questionnaire)

**Hypothesis 1**

**H<sub>0</sub>:** There is no significant difference in the quality of products of Amazon n Flipkart.

**H<sub>1</sub>:** There is a significant difference in the quality of products of Amazon n Flipkart.

**Paired Sample T-test**

Paired Variables	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
				Lower	Upper			
Satisfaction								
Amazon-Flipkart	.12000	.94580	.09458	-.06767	.30767	1.269	99	.208

Paired sample T-test is applied on 5% confidence level. The above table shows the mean between the two variables is .120, the standard deviation is .94580 and standard error is .09458. The calculated t-value  $1.269 < 1.660$  t-critical value. Therefore, the researcher accepts the null hypothesis and rejects the alternate hypothesis. The p-value is  $.208 > 0.05$ , this indicates that the result obtained is statistically insignificant.

**Hypothesis 2**

**H<sub>0</sub>:** There is no significant difference in the customer service provided by Amazon and Flipkart.

**H<sub>2</sub>:** There is a significant difference in the customer service provided by Amazon and Flipkart.

**Paired Sample T-test**

Paired Variables	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
				Lower	Upper			
Satisfaction								
Amazon-Flipkart	.05000	1.17529	.11753	-.18320	.28320	.425	99	.671

Paired sample T-test is applied on 5% confidence level. The table shows the mean between the two variables which is .05, the standard deviation is 1.17529 and standard error is .11753. The calculated t-value  $.425 < 1.660$  t-critical value. Therefore, the researcher accepts the null hypothesis and rejects the alternate hypothesis. The p-value is  $.671 > 0.05$ , this indicates that the result obtained is statistically insignificant. Thus, we can say that there is no significant difference in the customer service of Amazon and Flipkart.

**Conclusion**

Online shopping has grown in India and in all the big and small cities of the country. It has provided all the possible features to its customers to make their shopping experience better. In addition to this, online shopping sites trying to expand its wings to the remotest area. To make online shopping experience superior, these e-commerce companies always take remedial measures wherever possible. It was found in the study that there is no difference in the quality and customer service provided by Amazon and Flipkart. Furthermore, the results were found to be statistically insignificant. Therefore, we can say that both the e-shopping brands are giving tough competition to each other by maintain the quality standard and in reaching out to the customers.

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